

ORDER



KLAS

Orders Order / Rev: 35842
 Alt Order #: 08801774
 Product Desc: OCEQUERA/CON/DEM
 Estimate: 1189
 Flight Dates: 10/30/12 - 11/06/12
 Original Date / Rev: 05/15/12 / 10/30/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: GMMB
 Buying Contact: Maura Gilroy
 Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Oceguera, John CD3
 Demographic: A25-54
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	11	\$5,000.00	\$4,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$5,000.00	\$4,250.00	0.00
Totals	11	\$5,000.00	\$4,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share

	Share	Total
KLAS	30%	\$5,000.00

Market	100%	\$16,666.67
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$4,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$833.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	1	\$225.00

8 NEWS NOW AT 5A

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				
Week: 10/30/12	11/05/12	MTWTF--	2	\$225.00	0.00				
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	8	10/30/12-11/05/12	8 News Now 5a M-F	5-6a	MTWThF----	:30	(\$225.00)	0.00	NM

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PRICE IS RIGHT

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	11/06/12	11/06/12	Price Is Right	CM	10-11a	-T-----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
Price Is Right															
Week: 11/06/12	11/12/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
8 NEWS NOW AT NOON															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
3	8	10/30/12-11/05/12	8 News Now Noon M-F	12-1230p	MTWTF--	:30	1	\$325.00	LV2	0.00	NM				
Credited [due cut backs]															
E 17	8	10/30/12	11/05/12	1230-2p Soaps/ LMAD	CM	1230-2p	MTWTF--	:30	1	\$375.00	LV2	0.00	NM	0	\$0.00
Soaps / Let's Make A Deal (12:30 PM-1:00 PM)															
THE BOLD AND THE BEAUTIFUL															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	8	10/30/12-11/05/12	1230-2p Soaps/ LMAD	1230-2p	MTWTF--	:30	1	\$375.00	LV2	0.00	NM				
Credited [due cut backs]															
E 20	8	10/30/12	11/05/12	Ellen	CM	3-4p	MTWTF--	:30	1	\$425.00	LV2	0.00	NM	0	\$0.00
Ellen															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
3	8	10/30/12-11/05/12	Ellen	3-4p	MTWTF--	:30	1	\$425.00	LV2	0.00	NM				
Credited [due cut backs]															
E 21	8	10/30/12	11/05/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
8 News Now 4p M-F (4:30 PM-5:00 PM)															
8 NEWS NOW AT 4PM & 430PM															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
E 22	8	10/30/12	11/05/12	8 News Now 5-630p M-FCM	CM	5-630p	MTWTF--	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
E 37	8	10/30/12	11/05/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	1	\$600.00	LV2	0.00	NM	0	\$0.00
8 News Now 11p M-F															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	8	10/30/12-11/05/12	8 News Now 11p M-F	11-1135p	MTWTF--	:30	1	\$600.00	LV2	0.00	NM				
Credited [due cut backs]															
E 39	8	10/30/12	11/05/12	Letterman	CM	1135p-1237a	MTWTF--	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
Letterman															
LATE SHOW W/LETTERMAN															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
N 45	8	10/30/12	11/05/12	137-237a M-F Elec Plyg	CM	137-207a	MTWTF--	:30	2	\$30.00	LV3	0.00	NM	2	\$60.00
Electric Playground															
Week: 10/30/12	11/05/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
N 46	8	10/31/12	11/02/12	CM	4-5a	--WTF--	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00	

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